

## **SESSION 1 Setting the Scene: Paradigm Shift in Mountain Resorts**

- Difference between the European and Asian Mountain Tourism Development

Mr. Laurent Vanat – Mr. Tatsumi Ichinomoto – Mr. Bin Wu – Mr. Jean-Marc Farini – Prof. Yoo-Hong Kwon – Prof. Peter F. Keller



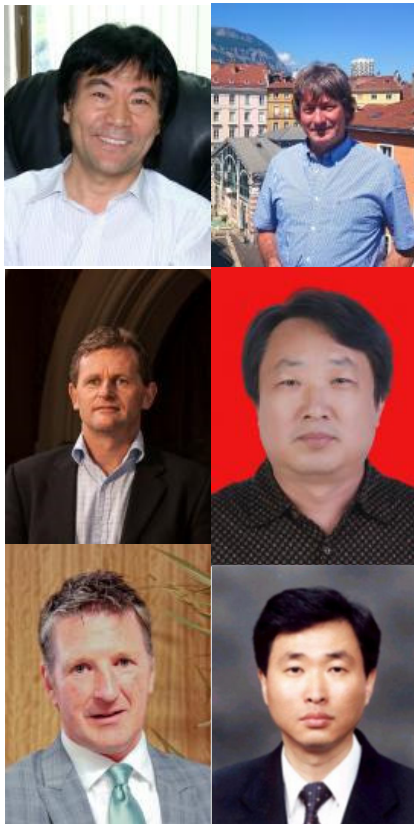
- 1** The Mountain Resort industry has reached its mature stage in Europe – while the Asian market is booming
- 2** Different business models – fragmented in Europe, integrated in Asia
- 3** Asian Mountain Resorts often close to big cities – therefore a high percentage of one-day visitors
- 4** China as a very special market (high potential – but currently 90 % beginners as a one-time experience)
- 5** Expectations of Russian skiers/snowboarders are very similar to European ones
- 6** Increasing health awareness of South Koreans (e.g. 30 % are hikers or increasing bike sales)



## SESSION 2 Mountains as the City`s hinterland

- Destination Development as a Symbiosis of Nature and Urban Space

Prof. Kwang-yeul Koo - Mr. Adam Feeley - Mr. Ian Hill - Mr. Yves Exbrayat – Mr. Zhao Li Yong – Mr. Hwan-Myung Joo



- 1 Besides numerous positive effects, (mass) tourism can also have a negative impact on small destinations
- 2 It is getting critical if the amount of visitors by far outnumber the number of local inhabitants
- 3 Mountains in close proximity to larger cities offer several development options (e.g. Stromlo Park in Canberra)
- 4 Initial investment for such leisure infrastructure often comes from the public side
- 5 Grenoble is a good example of being a regional business hub and a leisure destination at the same time
- 6 Important for such destinations is to strengthen the link between the city and the surrounding mountains



### **SESSION 3 Mega Events; A unique opportunity to capitalise on global attention**

- Creating a positive image, regenerating the destination and enhancing the economic impact

Mr. Eric Callender – Mr. Richard Adam – Mr. Nicholas Klar – Mr. Kim Hyunki – Mr. Hae-Guk Hwang



- 1 Big events are often an accelerator for infrastructure development in a destination
- 2 Olympic Games in Beijing will „inspire more than 300 million Chinese to get active in winter sports“
- 3 A post-event strategy is a (difficult) must for a destination hosting a big international event
- 4 The decision to host a big event depends on the target (awareness strategy vs. relevance strategy)
- 5 Many sport infrastructure facilities generate significant annual losses after the event (even if used differently)
- 6 For 2018 South Korea has three strategies (development – accommodation management – marketing)



## SESSION 4 Accessible and inclusive tourism in Mountain Resorts

Mr. Hideto Kijima – Ms. Sylvana Mestre – Mr. Joseph Kwan – Mr. Florian Van der Bellen – Dr. Bong-Koo Lee



- 1 More information is necessary (e.g. if a sight or a transportation facility is accessible for wheelchairs)
- 2 When planning a tourism attraction or big event already take accessibility for all into consideration
- 3 Growing market of silver agers and people with imperment – they travel longer, off-season, in groups
- 4 Destinations should aim at full accessibility along the tourism service chain
- 5 With the right supportive equipment numerous outdoor activities are possible for people with imperment
- 6 For small destinations it is a chance to differentiate from competitors



## SESSION 5 Product development, diversification and innovation

- Strategies to respond to demographic challenges and to find new customers in niche markets

Prof. David A. Mason – Mr. Yoichi Goto – Mr. Kyle Hughes – Mr. Martin Francou – Mr. Rustam Najafov – Prof. Ick-keun Oh



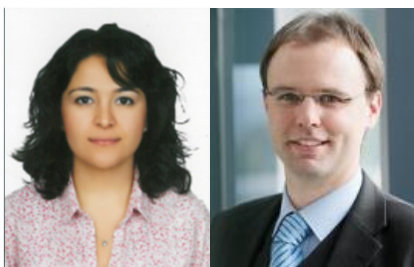
- 1 There is a growing demand for hiking and walking trails (long-distance or themed short ones)
- 2 Demographic change and a decreasing ski population forces Japan to attract more foreign visits
- 3 Due to further segmentation former niche markets (e.g. extreme sports) get attractive for mountain resorts
- 4 The development of alternative winter and summer tourism products is growing in importance
- 5 Increasing need to optimize the skiing experience in Mountain Resorts (accessibility, beginners)
- 6 New Mountain destinations increase global competition but offers also many chances



## **SESSION 6 Effective governance and policy instruments**

- Integrated planning and investment incentives, infrastructure development and PPP in management

Ms. Zeynep Aslan – Mr. Aleksandre Onoprishvili – Mr. Justin Downes - Mr. Christopher Hinteregger



- 1** Pro-active approach from the public side is an important success factor for Mountain Resorts in Europe
- 2** Favorable framework conditions set up by the public authorities support a successful development
- 3** Investment in tourism in China will overtake that in the US by 2025
- 4** Important for public administrations to create a development in harmony with the environment

